

Venue Profile Assignment
Scenario C – Feed the Children

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February 15, 2017

Prof. Samantha Kemp-Jackson
PUBR58256

Venue 1 – Le Dome, Oakville

Location

Le Dome Banquet Halls – Jeana’s Room
1173 North Service Road E.
Oakville, ON
L6H 1A7
(905) 842-8230

Le Dome is accessible by car, just a short drive east from the Trafalgar Road exit of the QEW. There is an Oakville Transit bus (120 East Industrial) that services the area during the peak morning and afternoon rush hour, but it is not on a fully serviced bus route as the area is mostly industrial. Guests would be encouraged to drive or take a taxi. Taxis could be arranged by us for the low-income families that are attending. There are 275 parking spots available, more than enough to accommodate our event, especially if there isn’t another morning event that day in either of the other two rooms. Walking to this location is not advised, as it is an unkempt area with no city sidewalks.

Capacity

Jeana’s Room can seat 270 guests, which is too many for our event, but is the most appropriate room that Le Dome has. Space will need to be reserved as well for the high-school band that is playing. We don’t yet know the size of the band. Some high-school bands can have upwards of 30 people in them, so there must be ample room for their and their instruments. That will easily fill up the extra space in the room.

Positives

- The extra space will be beneficial to any guests requiring wheelchair access. We can set up the tables with enough room to easily manoeuvre through. The extra space will also be beneficial for any children running around – it gives them less space to crash into things!
- Le Dome partners with the Monte Carlo Inn, the Hilton Garden Inn and the Holiday Inn so if any of our guests are travelling and want to come in the night before, they can stay close by at a discounted rate. The Hilton also offers a complimentary shuttle service to the event.
- We will be asking community members and families to speak at the event and Le Dome offers a great audio/visual system. In addition to speeches we can put together a slideshow to play in the background while the event is going on.
- In the event that we don’t receive all the RSVP’s that we expect, we can move the event to Caterina’s Room, a smaller, more intimate space that will foster more conversation than having a smaller number of people in a larger, emptier room.
- The venue is accessible and has accessible washrooms.

Negatives

- Le Dome does not allow food to be brought in; when holding an event, you must use their in-house catering company. Therefore, we would not be able to accept the donated food from local restaurants and supermarkets that we had wanted.
- The lack of public transportation to the venue is a concern when we have asked low-income families to attend. They may not have cars so we would have to spend money from our budget

to arrange for taxis or Ubers for them to and from the event. Because it is a breakfast event, getting to the event will be easier than getting home as the 120 East Industrial bus runs during morning rush hour but stops at 9:00am.

- The space looks very expensive and gives off an almost pretentious air. Is this really the best place to hold an event like this? We want people to really understand what a problem child poverty is, not just throw money at the problem, which I can see a venue of this calibre promoting (not actively promoting it – just the well-to-do vibe the place has). Such a large space could be intimidating to the low-income families we have invited. The optics just aren't ideal.
- While Le Dome's website says they do corporate events, their main focus appears to be weddings. There is no information available online regarding breakfasts. Guests coming to our event might want to prepare ahead of time but will be unable to do so via a simple Internet search.

Areas of Concern

- Le Dome's website is riddled with spelling and grammatical errors. This may be inconsequential in the grand scheme of things, but a professional image is very important.
 - "We Created best dinning experience for our guests" – About Us page
- Going over budget is a concern because we can't use the donated food. We would have to pay for the breakfast buffet provided by Le Dome. We do not want to charge people to attend this event.

Third Party Reviews

<https://www.facebook.com/pg/ledomeoakville/reviews/>



A screenshot of a Facebook review for Le Dome Banquet Hall. The reviewer is Diane Mario Vieira, who gave a 5-star rating on June 3, 2016. The review text reads: "Couldn't have asked for more! Had my daughters confirmation there last Sunday and it was awesome. Service was great, food was awesome waiters were very friendly, all my guest had nothing but great compliments on everything, in the end I just want to Thank Anthony & Robin for everything, they are the most friendliest people you will ever meet. I highly recommend LeDome for any special occasion. Love: Diane & Mario Vieira & Family!". Below the review are icons for Like, Comment, and Share. There is one like shown. At the bottom, there is a text input field for writing a comment, a camera icon, and a smiley face icon.



Nelia Amaro reviewed **Le Dome Banquet Hall** — 2★

May 13, 2016 · 🌐

The service was horrible. Dinner was rushed. Servers kept taking plates away before anyone was done eating. I didn't even try the wedding cake. I was talking to the person on my right and the server took my cake plate away. Same with the drinks. Half drunk bottles of beer were removed. Table was started to be cleared way before closing time. I felt rushed. If I ever get an invitation and the venue is at Le Dome, I will not attend.

👍 Like 💬 Comment ➦ Share

https://www.tripadvisor.ca/ShowUserReviews-g155002-d8743097-r429222857-Le_Dome-Oakville_Ontario.html#REVIEWS



Ivana G
Oakville, Canada

Level 4 Contributor

🏠 29 reviews

🍽️ 19 restaurant reviews

👍 14 helpful votes

“Good food and service suitable for many types of events”

🟢🟢🟢🟢🟢 Reviewed 18 October 2016

We have attended weddings, funeral luncheons, business events, charity events, anniversary and birthday parties at Le Dome. This is a family owned business that takes great pride in providing great food and service whatever the occasion. They are reasonably priced and will work with you to provide your guests the experience that you desire. We have been to Le Dome many, many times over the last 20 years. The last event that we attended was a funeral luncheon in the fall of 2015. The food was excellent and they provided a podium with microphone so that the family could say a few words to the attendees. The staff were very helpful and pleasant. Bathroom facilities were very clean.

Visited November 2015

Helpful?

[Ask Ivana G about Le Dome](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

<https://www.yelp.ca/biz/le-dome-banquet-hall-oakville>



Bernie C.
Mississauga, ON

👥 151 friends

📝 1017 reviews

📷 962 photos

🏆 Elite '17

★ ★ ★ ★ ★ 12/15/2015

📍 1 check-in

I came here for an event a while back. It is quite a big venue as I believe it has two or three wings. In our wing, the floors were very clean (or at least they were freshly waxed) so I didn't see a problem with it.

In terms of the food, even though I'm very particular, I tried to be a good sport. For our party, they served salad, soup, choice of vegetarian Phyllo or chicken souvlaki with rice and vegetable and a really sweet crepe.

The quality of food was above average and I have to admit, the crepe was really good and creamy. Even though I'm not a big sweets fan, I have to admit the quality was great.

In terms of the service, everyone was very friendly and accommodating.

Venue Photos



(Original photos by Anna Taylor)



(http://www.banquethallsontario.com/wp-content/uploads/2015/01/IMG_3275.jpg)

Venue 2 – Otello’s, Oakville

Location

Otello’s Banquet & Convention Centre – King’s Court Room
2273 Royal Windsor Drive
Oakville, ON
L6J 7X8
(905) 849-6416

Otello’s is accessible from Lakeshore Road from the south, the QEW from the west and the 403 from the north. Parking is limited at the venue but should be enough for our small 100-person event. Two Oakville Transit routes regularly serve this location, the #4 Speers-Cornwall and #11 Linbrook. Despite being on the border of Oakville and Mississauga, this location is not serviced by the Mi-Way (Mississauga transit). It is farther away from the city centre than Le Dome.

Capacity

The King’s Court room is the smaller of two venues available at Otello’s. One hundred twelve people can sit in the room at tables with eight seats each. The adjoining Duchess Room can be used as a staging area for the band and choir to get ready. Because the room is smaller, the size of the band will have to be limited. While the main banquet hall at Otello’s can be split into two to make a room of appropriate size, the lighting was dim (there were no windows), there was a funny smell and the room was dingy.

Positives

- An event of our nature should be in a bright and airy room. The King’s Court room offers a beautiful skylight and windows on three sides of the room.
- The band, choir and speakers can present in front of the beautiful stone accent wall. While the King’s Court room is bright, it isn’t pretentious. The stone wall gives the room a classy touch without overdoing it.
- The adjacent outside courtyard is a plus if we are hosting this event in the spring or summer. Guests can wander in and out and enjoy their morning coffee or orange juice on the terrace.
- They advertise a breakfast buffet which means they have experience hosting early morning corporate events.

Negatives

- As seen in the site visit, Otello’s is run-down. Neither the outside nor the inside appeared to be well-cared for. Otello’s seems to focus more on their catering business than their full event service. Even the brochures we picked up were all about the food and not about the service.
- Staff is not very accommodating, also seen in our site visit when they would not offer us a tour or answer questions and left us to our own devices. Therefore, we don’t have enough information to properly make a decision on whether this venue would be appropriate for Feed the Children.
- Because of their in-house catering business, Otello’s does not allow outside food to be brought in. They do offer a breakfast buffet but again, with this venue we would not be able to use the

food that was donated by our local restaurants and supermarkets. The whole point of the event is to promote healthy, accessible food sources for poverty-stricken families.

- Because the room is small there is not a lot of space for wheelchairs to manoeuvre or children to run around. Note that these are not necessary, but would be nice to have. There are also quite a few pillars in the room making it harder to move around and obscuring sightlines.
- The venue was located at a busy intersection and there would be a lot of noise from outside traffic to contend with.

Areas of Concern

- While the vast majority of reviews online are positive, from my site visit I was not struck with this venue. In fact, I'm having a hard time finding any negative reviews or even any that are less than five stars. Is Otello's censoring them? Not everything can go right every single time. It also is a vastly different experience described than what we saw.
- Really, the site visit was disappointing. I would not book an event at this venue for any reason especially for Feed the Children which needs to run smoothly to encourage a sense of community and foster donations. I did not feel welcome at Otello's.

Third Party Reviews

<https://www.yelp.ca/biz/otellos-banquet-hall-oakville>



Gary M.
Brampton, ON
6 friends
257 reviews
168 photos
Elite '17

★★★★★ 7/9/2016

1 check-in

This was a wedding event that we attended. It had an open bar (nothing to criticize there). The food consisted of apple meat balls & other small items which were not bad but the wait staff missed our table most of the time.

We waited HOURS to be served dinner (not like the fault of the hall but more the wedding party I think). Getting to the main course...it was NOT good. It was a NY Strip loin that was cold & hard as a rock. I could have chewed a leather shoe & it would have likely been better. Not a great meal at all. I'd go somewhere else to spend my hard earned \$\$!

<https://www.eventsource.ca/otellos-banquet-and-convention-centre>



**Anthony
Turner**


November 2016



Submitted via Google

There has never been a function I have hosted at Otello's that everyone did not thoroughly enjoy themselves at. Whether it's for a wedding, hockey banquet, or even a smaller engagement party, you would be doing yourself a favour by booking your event here. The staff is courteous, the food is second to none, and they really make you feel like they have covered everything before you even walk in the door. Working with Joanne really took the stress out of planning, and made sure that our #1 priority on the day was to enjoy ourselves, and we have been able to do that each and every time.




<https://www.facebook.com/pg/OtellosOakville/reviews/>


 **Sandra Nigrello** reviewed **Otello's Banquet and Convention Centre Inc.** 5★
June 29, 2015 · 🌐

Thank you Brooke, Joanne and all the staff at Otello's for the fantastic experience we had on Saturday June 27th!!! My daughter's Sweet 16 birthday party was absolutely perfect - all of our expectations were met!!! The food and service was amazing! Thank you so much!!!

👍 Like 💬 Comment ➦ Share

👍 1


 Write a comment...  




 **Jessica Mango** reviewed **Otello's Banquet and Convention Centre Inc.** 5★
November 8, 2016 · 🌐

My fiance and I just had our engagement party at Otello's in the Events center this past weekend and let me tell you, I will be recommending this place to anyone and everyone! The venue itself was beautiful, patio was fantastic, food was great but most importantly the staff and Joanne and Jade were absolutely unbelievable in accommodating any requests or specific cultural aspects we wanted to incorporate! They were extremely helpful along the way and I would not hesitate to have another event here! Fantastic place and amazing staff! Loved it!

👍 Like 💬 Comment ➦ Share

👍 1

 **Otello's Banquet and Convention Centre Inc.** Amazing review Jessica!! Glad we were able to make your engagement party a memorable one! Thanks and see you again soon.
Like · Reply · 👍 1 · November 8, 2016 at 5:18pm · Edited

 Write a comment...  

Venue Photos



(http://rebeccawillison.com/wp-content/uploads/2015/12/nataliaandmiladwedding_burlingtonweddingphotography_rebeccawillisonphotography-581.jpg)

(Original photos by Anna Taylor)



Venue 3 – Sikorski Hall, Oshawa

Location

The General Sikorski Banquet Venue – The Lower Hall
1551 Stevenson Road N.
RR#1 Oshawa, ON
L1H 7K4
(905) 728-4152

Sikorski Hall, as it is commonly known, is located in north Oshawa. The area is remote, along a country road with plenty of foliage and few houses. The venue area is located adjacent to the Cedar Valley Conservation Area. It is accessible from the 407 either by Thicksen Road or Simcoe Street but is a pretty far drive north if you're coming from the 401. There is a new roundabout at Conlin Road and Stevenson Road that guests should be aware of if they are coming from the 407. Durham Region Transit does not service this location, but they can get you close enough for a short cab ride away, either from Taunton & Stevenson Roads, or at Durham College/UOIT. There is ample parking space both in the designated parking lot as well as on the surrounding grass. For guests requiring public transit we would recommend carpooling, but having waiting taxis or Ubers at Durham College is an option.

Capacity

The Lower Hall can fit 250 chairs and tables without a dance floor. As this is a morning breakfast, we do not need a dance floor. The extra space, as at Le Dome, will be helpful for the band and choir and any children or guests with disabilities. The Hall is fully accessible. Despite the Lower Hall being in the back lower part of the building, there are large windows that will let in the morning sun.

Positives

- Sikorski Hall allows event planners to bring in their own food, therefore they would have no issue with donated food from local restaurants and supermarkets. They do not provide dinnerware however, but do have a contact at Pelican Rentals for this service. Because it's a Polish Hall, we could also order some traditional Polish foods to go along with our breakfast – pierogis are great anytime of the day and handmade ones are a treat!
- Rental costs are reasonable for our small \$5000 budget. Hall rental is \$400 between Sunday and Thursday or \$800 for a Friday or Saturday, plus a \$250 damage deposit if your group is 100 or fewer. Our donated food means we have the money to spend on dinnerware and cabs for guests to travel.
- The Hall is well-cared for. It's not fancy like Le Dome but it is a dependable place that hosts a multitude of events and has a good reputation in Oshawa. The Polish community that runs the venue takes pride in it.
- The lighting is bright enough combined with the morning sunshine to present an air of positivity.

Negatives

- No public transit is definitely a turn-off but there are work-arounds. The roundabout at the corner of Stevenson and Conlin is also tricky as Stevenson Road is hard to see due to all the foliage in the area (like a hidden driveway).
- The floor is a little scuffed and needs replacing. I had the exact same floor in my apartment. A banquet hall should have something a little more high-end than that.
- There are also quite a few beams throughout the venue that hinder visibility.
- One of the walls is green which is weird but doesn't actually affect anything.
- Unless the event is held in the summer (May-August), there are no nearby hotels for out of town guests. The Durham College/UOIT Residence acts as a hotel in the summer months when there are no students on campus and it is close by. The next closest hotels are in downtown Oshawa.

Areas of Concern

- Because of the dense foliage around the Hall, Wi-Fi signals could be interrupted. It's a small event so we don't expect a lot of social media buzz while the event goes on (no live-tweeting or anything), but it's necessary in this day and age to provide guests with every amenity they could want. We will also have local business people in attendance who will need to be available should their offices call.

Third Party Reviews

https://www.tripadvisor.ca/Restaurant_Review-g155003-d7266180-Reviews-General_Sikorski_Hall-Oshawa_Ontario.html



yachti
Ontario Keep it Beautiful
Level 6 Contributor

101 reviews
58 restaurant reviews
61 helpful votes

"Good venue for small trade show or meeting hall"

★★★★☆ Reviewed 3 October 2016

Friendly staff, great location, lots of parking and amenities for trade show or large meeting. Easy to find just north of Oshawa Airport on Stevenson Road, a 5 minute drive from the University and 15 minutes from downtown Oshawa. Clean facility - somewhat dated but very well maintained.

Helpful?

Thank yachti

Report



Bogumila A
Level 2 Contributor

7 reviews
3 restaurant reviews
4 helpful votes

"Fiesta, weddings and everyone's prom"

★★★★☆ Reviewed 17 October 2015

Who can forget all the Polish memories, some good...some a bit traumatizing...but hey, that's childhood!

Helpful?

Thank Bogumila A

Report

<https://www.theknot.com/marketplace/general-w-sikorski-polish-veterans-association-oshawa-on-615858>

Winter Wedding

★★★★★ Reviewed On 1/21/2014 Jordan Clare R

beautiful chandeliers, easy to decorate, large space for entertainment & dancing

Venue Photos



http://www.polishheritage.ca/images/lightbox/LG_OshawaDomWeteranowOut.JPG



<http://www.generalsikorskihall.com/venues>

Part 2 – Venue Choice

The best venue for our Feed the Children event is Venue 3 – Sikorski Hall in Oshawa.

Understanding that this was an assignment to pick the most appropriate venue and not planning an actual event, this is what I would go with (of course if the event was actually being planned, having it two hours away from Oakville would NOT be a good choice). My decision is based not only on research but on personal experience.

Sikorski Hall is the only one of the three that allows outside food to be brought in and a large focus of the event is teaching everyone that affordable food can be found in our city. Dining on catered foods on porcelain plates for a morning charity event is over the top, so Sikorski Hall fits this need. Having the food donated by community organizations is the whole point of the event.

Optics are one of the biggest concerns. Because this event is in support of child and family poverty, holding it at a fancy, expensive looking venue is inappropriate. We want people to fully understand the horrors that some children face because of their poverty which include not getting enough food, not having enough clothing and relying on public transportation. They are missing out on the basic necessities of life so having a grand party in a grand ballroom is just insulting. We need to host the event at a venue that looks accessible, looks inviting and can promote our cause at a grassroots level. From the outside, the Hall looks like an elementary school or a church, giving off a community feel.

The venue is in a beautiful location next to the Cedar Valley Conservation Area. Having a morning event here will put everyone in a happy mood.

There is ample space in the venue and the whole building is accessible.

The cost for the space is within our budget and should leave us with a surplus for contingencies.

Not having public transportation to the event is actually something we can use to point out why child poverty is an issue. Not being able to get places (reliably, or at all) restricts children from many activities.

Reviews of Sikorski Hall were hard to come by, which I found odd because it's a place I've personally been to and like, and is a staple in the Oshawa community. Why there aren't more reviews on Yelp or Facebook is baffling. Most of the reviews on Trip Advisor focused on the restaurant part of Sikorski Hall which is only open on Sundays. They offer the same food that they would during events (traditional Polish fare) so those are reliable reviews, but I found nothing on their actual event services.

In terms of the Wi-Fi, that could be avoided by setting up a personal hotspot. We could easily hire someone to do this for us.

Based on personal experiences, I have never seen any issues the venue. It's in a beautiful area. The Polish community is proud and inviting (a cousin of mine is part of this community). Their president e-mailed me back within 24 hours when I asked about accessibility. I can confidently say that Sikorski Hall would put on a wonderful event for Feed the Children.